GOVERNMENT OF INDIA
TOURISM
LOK SABHA

STARRED QUESTION NO:154
ANSWERED ON:26.02.2009
PROMOTION OF TOURISM
Jindal Shri Naveen

Will the Minister of TOURISM be pleased to state:

(a) the details of promotional activities undertaken by the Government during the current year to showcase India's tourism potential abroad;

(b) the countries elected for this purpose;

(c) the new features being highlighted during this exercise; and

(d) the measures taken to expand tourism infrastructure in this regard?

Answer

MINISTER OF THE STATE IN THE MINISTRY OF TOURISM AND CULTURE (SMT. AMBIKA SONI)

(a) to (d): A statement is laid on the Table of the Sabha

STATEMENT IN REPLY TO LOK SABHA STARRED QUESTION NO.154 ANSWERED ON 26.02.2009 REGARDING PROMOTION OF TOURISM

(a) to (c): The Ministry of Tourism, Govt.of India,through the Indiatourism offices overseas has undertaken a series of promotional activities in all important and potential tourist generating markets overseas,to showcase India's tourism potential and its varied tourism products.The promotional activities include advertising, participation in travel fairs and exhibitions, organising seminars, India Evenings and road shows, organizing and supporting Indian food and cultural festivals, publication of brochures, offering joint advertising and brochure support and inviting media personalities, tour operators and opinion makers to visit the country under the Hospitality Programme of the Ministry. Media campaigns have been launched in the print,online,electronic and outdoor media to highlight the tourist attractions of the country including culture, heritage, adventure, wildlife,wellness, etc.

In addition, a "Visit India 2009" Scheme has also been announced by the Ministry of Tourism,in collaboration with all stakeholders including airlines,hotels, tour operators,State Governments for incentivising travel to India during the period April to December 2009. Promotional and marketing activities have already been undertaken in source markets to popularize the Scheme.

(d): Development of tourism infrastructure is the responsibility of the State Governments / Union Territories.The Ministry of Tourism extends financial assistance to State Governments/Union Territories for the development and promotion of tourism and upgradation of tourist infrastructure at tourism destinations and circuits, on the basis of specific proposals received from them, subject to availability of funds and inter-se priority, under the following schemes:

(i) Product / Infrastructure Development for Destinations and Circuits
(ii) Assistance for Large Revenue Generating Projects
(iii) Computerization and Information Technology
(iv) Fairs, Festivals & Events
(v) Rural Tourism − Infrastructure and Capacity Building for Service Providers